



# Informing Your Campus Smoke/Tobacco Free Policy

Addressing compliance challenges when enforcement options are limited

# Outline

Background and rationale

Challenges and data

Compliance strategies

Discussion

As of April 3, 2017, there are at least 1,827 100% smokefree campuses in the US

- *Using a social norms approach to enforce a tobacco free policy with no explicit penalty may be counterproductive and result in feelings of dissatisfaction over a policy that exists in name only*



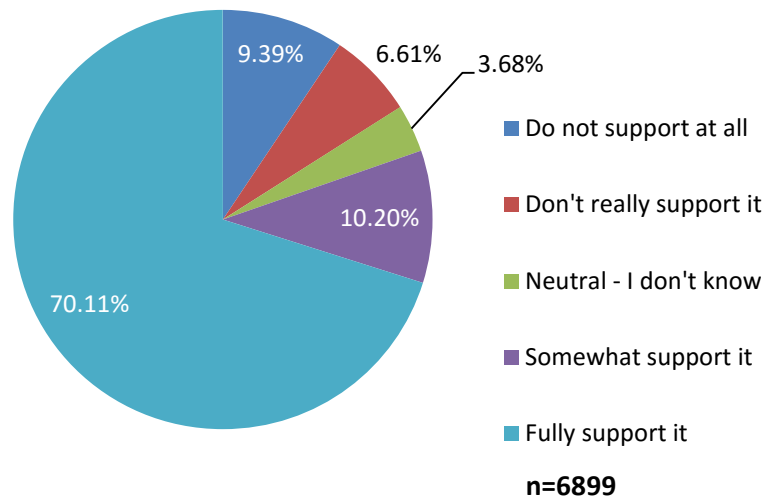


## Challenges with Current State



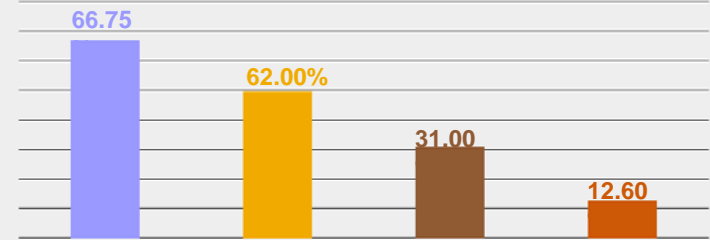
# UC Data

## How much do you support the UC Davis STF Policy?



## What would make policy enforcement more effective at UC Riverside?

2016



Answer Options	Response Percent
Fines/Citations	66.75%
Increased education and awareness	62.00%
Discussions within the relevant peer groups such as coworker meeting, student groups, etc.	31.00%
Other	12.60%



# What about citations?

Campuses have two options:

- Administrative Fine
- Court Fine

# Compliance Strategies


- Online Reporting System/tool
- Signage – permanent and/or temporary
- Smoke and Tobacco Free Student Ambassadors
- Hot Spot Tracking/Mapping



# Training on Approaching Smokers

## The AIR Approach



 Smoke & Tobacco Free UC: Talking to Faculty and Staff

“Enforcement is  
everyone’s  
business”



# Hot Spot Tracking/Mapping



# Ambassador Programs



- Close the gap between ‘smokers’ and ‘nonsmokers’
- Addresses enforcement
- Programs can be tailored to the needs of the campus

# Compliance Strategies Continued



- Administrative Enforcement
- Formal referral process
- Security Guard patrols
- Referral to California Youth Advocacy Network's (CYAN) online violator training





# Discussion/Sharing



# Thank you!

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